

NCPW 2005

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SEVENTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK TO FEATURE INFORMATION ABOUT ID THEFT

[YOUR ORGANIZATION] has joined a group of federal, state and local agencies and national advocacy organizations to launch the seventh annual National Consumer Protection Week (NCPW), February 6-12, 2005. The theme for this year's NCPW is "Identity Theft: When Fact Becomes Fiction," focusing on minimizing every consumer's risk of identity theft and how to take fast action to contain any harm should an identity thief strike.

Routine transactions reveal bits of information about you – your bank and credit card account numbers; your income; your Social Security number; or your name, address, and phone numbers. If someone steals that information – and uses it to commit fraud – it's called identity theft. And that's a crime that can wreak havoc on your finances, your credit and your reputation.

Knowing how to safeguard information can help minimize the risk of becoming a victim of identity theft. Whether you're a consumer advocate, adult consumer, parent, student or teacher, you can use the resources on the NCPW site to see what you can do to minimize your risk of identity theft and what to do if you become a victim. The site has information from federal, state, and local governments, as well as national advocacy organizations. Visit www.consumer.gov/ncpw to get the Outreach Toolkit, which can help you promote NCPW in your community. Look for the Proclamation, a downloadable NCPW poster, and banner ads and buttons.

For more information, visit www.consumer.gov/ncpw.